



Case Study

Client: Signature Massage of Tampa

<http://signaturemassagetampa.com>

<http://tampasbestmassge.com>



✓ Signaturemassagetampa.com SEO Case Study



Signature Massage is known as the Home of The \$39.95 Swedish Massage. They offer a variety of services such as Swedish, Deep Tissue, Sports, Prenatal & Couples massage; as well as Hot Stone, Neuromuscular & Aromatherapy. Furthermore, they have a complete array of Skincare & Facial services, including Microdermabrasion. Signature Massage provides services via appointment or walk-in, as well as offering online gift certificates for the perfect gift.

The Challenge

Signature Massage had been operating since 2009 under the domain of tampasbestmassage.com; however, they had poor visibility for their primary keywords and their gift certificate online sales were insignificant. Furthermore, their company name as a domain (signaturemassage.com), had been purchased by an unknown entity long ago. An even bigger issue; they were spending in excess of \$3,000 per month on Google Adwords to drive traffic to their site and without any sort of analytics or tracking mechanism in place.

When forming a relationship with ViralWeb LLC, their goal was to brand themselves better and get more organic traffic, better qualified leads, and to take over page 1 rankings which their competitors had recently taken over for 10+ search terms such as "tampa massage", "best massage in tampa", etc.

The content on the site lacked in keyword richness, menu structure for ease of navigation, proper redirects and fast load timing. This caused issues for search engine spiders to quickly & properly index pages as well as confusion for potential clientele while navigating.

The Solution

We decided to build an entirely new SEO friendly website at signaturemassagetampa.com and continue to keep the site live at tampasbestmassage.com due to the age of the domain, as well as one of the main keywords being within the url itself. Tampasbestmassage.com will work as another source of relevant traffic for the business with an emphasis on gift certificate sales.

The new website will be setup on a dedicated server with scalable resources which will increase load time and allow to easily allocate more resources for future growth. The site structure and content will also be designed to contain their primary keywords & support a smooth user experience. A complete offsite SEO strategy has been suggested to increase quality backlinks and reputation. This comprehensive strategy, focusing on increasing organic traffic, will allow Signature Massage to decrease their dependency on Google Adwords pay-per-click advertising.

The Results

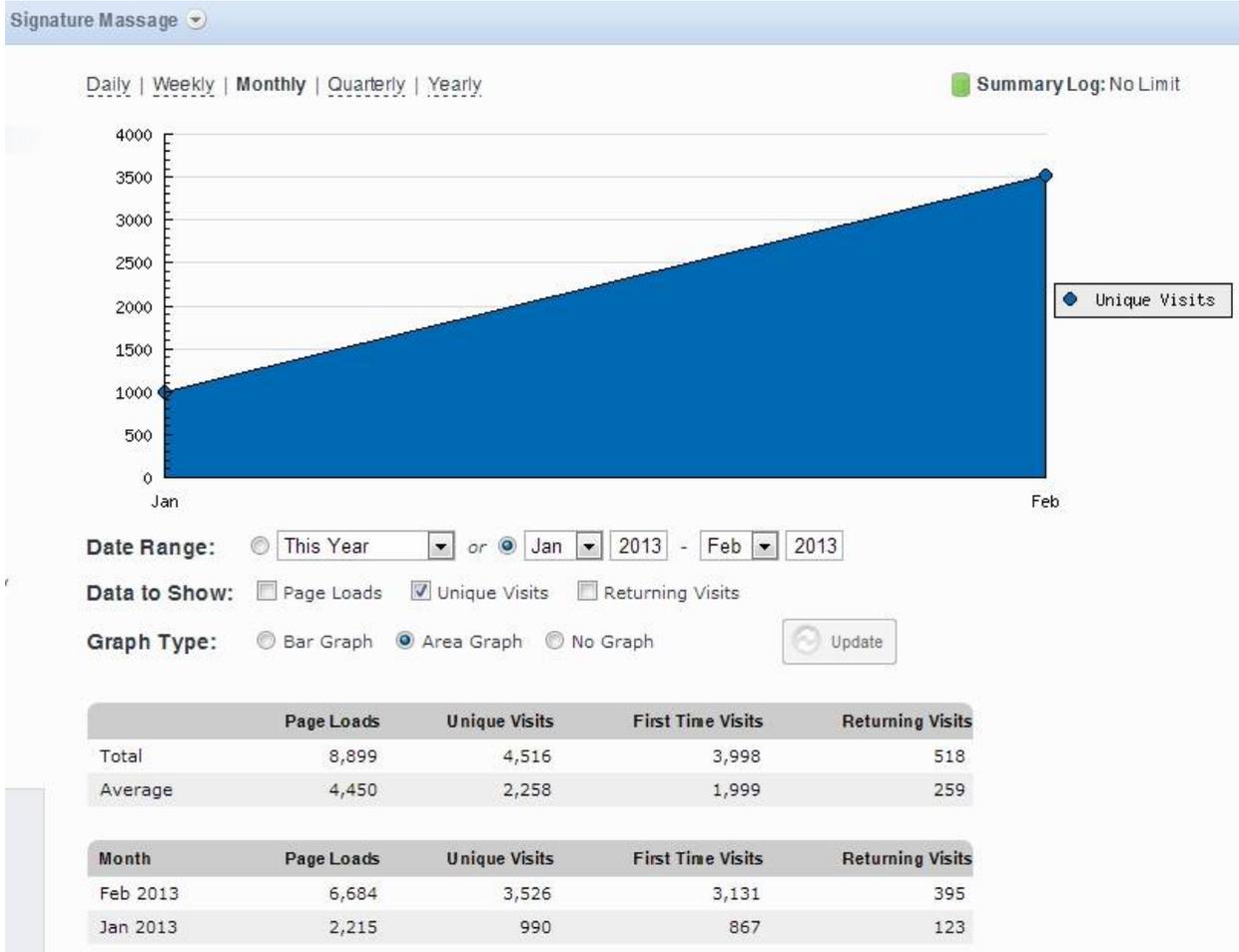
Signature Massage has seen incredible improvements since working with ViralWeb LLC for their search engine optimization. Just in a 6 month period, they have visibility for many of their internal pages on the website and have achieved great rankings on the 1st page of popular search engines (Google, Bing, and Yahoo) for several of their primary keywords such as; massage tampa, best massage in tampa, swedish massage, etc. Signature massage has a significant online presence in the Tampa, Florida region, which has a population of approximately 500,000 and fierce competition in the industry.

- Ranking for 69 keywords
- Over 335% increase in average monthly non-branded organic search traffic
- Google Adwords expenditure reduced by 50% while optimizing for same clicks
- 5 star ratings with Google Places 29/30 "extraordinary to perfection Google scoring"
- 37 gift certificate sales/average per month prior 6 months
- 277 relevant, white hat, high quality backlinks established

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Conclusion

Signature Massage is very pleased with the results. They have seen a significant increase in relevant, organic traffic, gift certificate sales & overall volume of walk-ins & telephone appointments at their physical location. Their increase in business volume has supported their efforts with the current expansion into the location beside them, therefore doubling the capacity of their salon. Signature Massage is continuing with optimization for the next year with ViralWeb in a continued effort to expand their business.